

Vanshika Baweja

Delhi, India | +91 9310447150 | bawejavanshika13@gmail.com

Education

MBA	Oct 2023- Present
Liverpool Business School, UK	
B.Com Hons	June 2019- June 2022
The Northcap University, Haryana	

Professional Summary

Results-driven and customer-focused E-commerce Key Account Manager with a proven track record of exceeding revenue targets. With a strong foundation in e-commerce and a keen understanding of market dynamics, I have consistently demonstrated the ability to develop and execute strategic account plans that drive growth, maximize profitability, and enhance customer satisfaction.

Professional Experience

Azions- Key Account Manager (Gurugram, India)	May 2023 – Present
<ul style="list-style-type: none">Analyze account performance data, including sales, customer behavior, and market trends.Set and achieve revenue targets for key accounts.Identify opportunities for upselling, cross-selling, and expanding product or service offerings.Develop and execute strategic account plans to maximize sales and profitability.Drop shipping – Working with Amazon marketplace for various Brands, Categories with 9,00,000 SKU for B2C Sales.Developing brand sales ; - Campaign, Deals, coupons, Marketplace promotions, Extra Discounts, A+ Content etc.Implemented end to end account management and market strategies and conducted keyword research for sustainable growth, Primarily on amazon.	
Planetspark- Senior Business Development Associate (Delhi, India)	Jan 2023 -March 2023
<ul style="list-style-type: none">Managed needs of more than 10-12 customers at once using strong prioritization and multitasking abilities.Applied core knowledge to effectively communicate sensitive or technical information while adhering to regulatory guidelines.Negotiated contracts and closed sales with new and existing clients	
Planetspark- Business Development Associate (Delhi, India)	Aug 2022 -Jan 2023
<ul style="list-style-type: none">Conducted Inside sales to meet the company's set- targets. Qualifying potential customers by making cold calls and pitching customised product brackets per customers' requirements.Used Salesforce to handle current portfolio and prospective leads.Maintained extensive knowledge of company products and services to provide top-notch expertise to customers.	
Catalogue Executive Amazewish E-Commerce	Jan 22- Aug 2022
<ul style="list-style-type: none">Co-ordinated with external photography studios for catalogue shootsCreated spreadsheets using Microsoft Excel for daily, weekly and monthly reportingCoordinated with various internal teams like Sourcing, E-Commerce,Marketing, Warehouse teamsEnsured that ongoing offers / promotions etc are accurately reflected on online marketplacesTracked KPIs of products to ensure visibility and sales	
QuadPlay Digital LLP - Faridabad, India	Aug 2021-Oct 2021
<ul style="list-style-type: none">Qualified incoming team marketing and sales leads to assist with prospecting new contactsHelped sales professionals maintain customer relationships by making follow up calls to recent buyersOrganised company files and created support system to decrease workload and increase productivityTracked, measured and reported on trends for sales team analysis and decision making	

Professional Skills

- Product knowledge
- Business-to-customer expertise
- Lead Generation
- Catalogue sort procedures & Executive support
- Multitasking Abilities
- Teamwork and Collaboration
- Problem-Solving
- Excellent communication skills
- Decision-Making